

EBOOK

# How to create a store in Shopify with PIM

Step by step

## **1 What is Shopify?**

- × Shopify's strengths
- × And the super strength of a PIM for Shopify
- × When do you need a PIM for Shopify?

## **2 The advantages of integrating a PIM & Shopify**

- × ... and the disadvantages of not doing so

## **3 All you need to know when creating a product catalog in Shopify**

- × How to prepare the product data
- × Integration, step by step

## **4 The unique benefits of Sales Layer's PIM for Shopify**

- × Sales Layer + Shopify Plus

## Sales Layer, the commitment to the future of ecommerce

Your goal is to design and expand an online strategy on various channels and marketplaces that reach distributors, sellers, or the digital consumers in various markets. Our mission is to provide you with agile tools and add more and more services that automate and enrich your daily work and your catalog. This ebook reveals the advantages of integrating a PIM with the Shopify platform to manage your online store no errors or complications.

If you would like to discover other materials related to the management and quality of product and catalog content, visit the Sales Layer's **resource center**, or request a **personalized session** with our team.

Have more to tell us? Write us at **[info@saleslayer.com](mailto:info@saleslayer.com)**

# 1 What is Shopify?

Shopify is an ecommerce software platform that enables **the creation, publication, and management of online stores** to sell or display products on the Internet.

Since its launch in 2004, Shopify has become one of the most widely used ecommerce platforms worldwide. Famous for its powerful technology and extensive network of plugins and extensions, Shopify has also become **the most popular platform for creating online stores during the COVID-19 crisis**.

**Since April 2020, Shopify has become the third most widely used ecommerce platform worldwide, behind only WooCommerce and Squarespace.**

Although there are other free open source alternatives on the market, such as PrestaShop, users are realizing that a little investment is more worthwhile. Choosing Shopify means opting for software with support, that's easy to implement and that does not trigger expenses and configuration time with dozens of paid plugins.

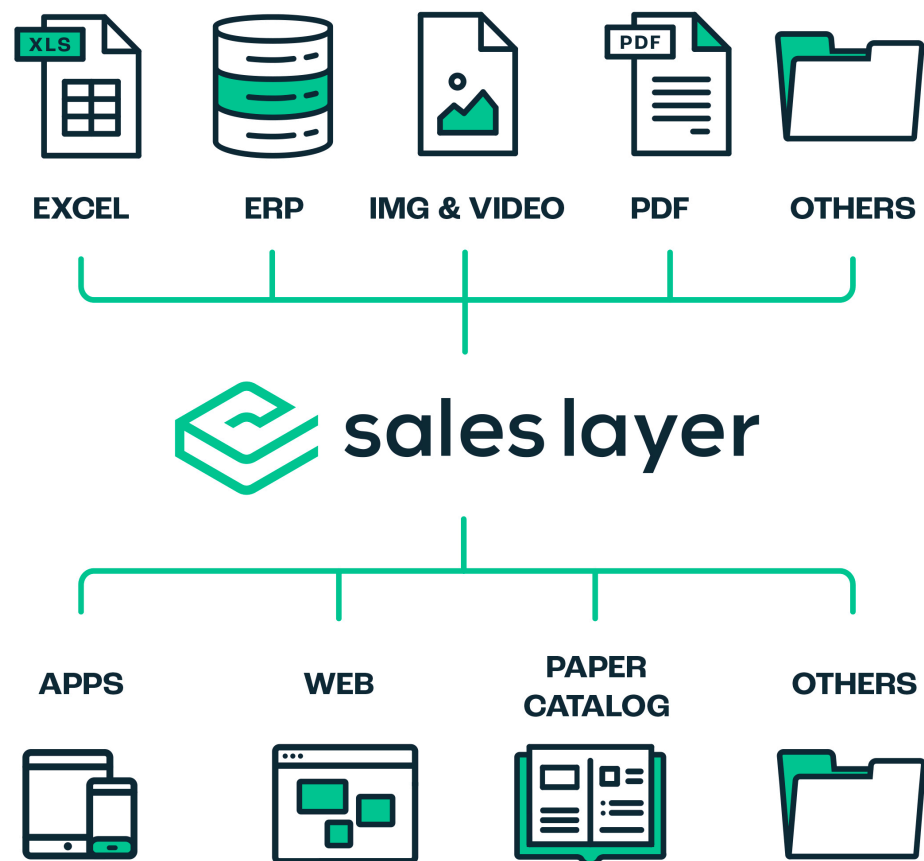
## What are the strengths of Shopify?

- ✕ Easy to use control panel.
- ✕ Multiple integrations with plugins and third parties.
- ✕ Good technical support and customer service.
- ✕ Wide variety of store template designs.
- ✕ Improvement options and SEO analysis.

## And what is a PIM?

A PIM or **Product Information Management** is a software that **centralizes the storage and management of all your product information in one place.**

Through this platform you can ensure that your catalog data is always reviewed, updated, and synchronized throughout your sales network and in all the channels you use to display or sell your products.



A PIM solution is the main control command of any company that wants to **ensure the quality of its product information everywhere, while saving time in locating, managing, and sending data to any person or external platform.**

Ecommerce software providers such as Shopify know that more and more businesses are finding it essential to work with a PIM, so they make it easier to integrate between systems.

## You need a PIM for Shopify if...

- ✗ You have a large product catalog with many references.
- ✗ You manage many sources and contributors of product data.
- ✗ You synchronize more sales channels.
- ✗ You plan to sell internationally.
- ✗ You need to integrate several third-party services.
- ✗ You want to automate the management of your catalog and send product data to Shopify.

A PIM like Sales Layer allows you to have all the information you need to synchronize in Shopify and do it faster:

- ✗ Products with unique SKUs
- ✗ Variants with value in all attributes
- ✗ Defined Metadata
- ✗ Adequate size and quality images
- ✗ Defined category tree



# 2

## The golden couple: the advantages of integrating a PIM and your store in Shopify

- » **Products ready to be published.** Without reviewing by hand and one by one: you can choose which products and variants from your catalog to upload to Shopify and show quality content from day one (descriptions, images, technical data, etc.).
- » **Synchronize all information** from your categories, collections, products, and variants to manage your store in Shopify and any other channel from a single place.
- » **Adjust sizes and order** product images.
- » **Translate product information** from the PIM for your multi-language store in Shopify.
- » **Associate attributes and metadata** to help with the SEO optimization of texts from your online store.
- » **Synchronize the stock, price management, multi-currency option, and language adaptation** to manage multiple stores based on the currency and language selected in your data export.



## ...and the disadvantages if you do not have a PIM for Shopify

You will have to prepare and import all the content by hand, and without being able to automatically monitor the quality and accuracy of the data.

- ✗ Slower time-to-market.
- ✗ Lost time in revisions and error correction.
- ✗ Files, spreadsheets, and repositories.
- ✗ Critical data failures.
- ✗ More inconsistencies in product information.
- ✗ Less time for optimization.

**Sales Layer makes it easy to send information to Shopify and you will always be sure that it is correct and updated in real time.**





# 3 All you need to know when creating a product catalog in Shopify

Wouldn't it be great if everything was as easy as plugging it in and getting started? Maybe it could be!

You have to bear in mind that there are different aspects to setting up a catalog for Shopify:

- ✕ Whether it's a new store or an existing one.
- ✕ The number of items to be published (catalogs, products, variants).
- ✕ Number of attributes and peculiarities.
- ✕ Structuring the data in PIM.
- ✕ Third party plugins in the store.
- ✕ The type of service contracted (if you have Shopify Plus or Standard).

We also advise you to analyze whether Shopify is suitable for your type of store and needs.

## How to prepare your product data for Shopify

It is common for the Sales Layer PIM to link products and variants from their SKUs. Therefore, this code must be unique in order to identify the product or variant.

Why is it so important? If the connector finds more than one variant or product with the same SKU, a warning will be generated so that you can solve the problem and only the first item received will be updated.

Other limitations you might find in Shopify:

- ✗ A product can have up to 100 variants.
- ✗ A product can have up to three defined attributes.
- ✗ Each variant of a product must have all attributes that have been defined in the product assigned with value.

## Recommended steps to integrate a PIM and Shopify

Manage your expectations well. Depending on the characteristics of the previous section, you could have your catalog ready in Shopify in two weeks (if the complexity is low) or up to one month (if we are talking about multiple stores with external personalized plugins).

1. Configure the data structure in PIM.
2. Import your catalog into PIM.
3. Create a test installation of Shopify (staging version).
4. Create a PIM connection channel and map the fields with Shopify.
5. Verify the unused fields or those controlled by other plugins in the connector (we recommend disabling them.)
6. Perform initial tests with little information and few products.
7. Verify that all information is correctly synchronized.
8. If the results are positive, add more products until the whole catalog is included.
9. Maintain for a trial period.
10. Go into final production.

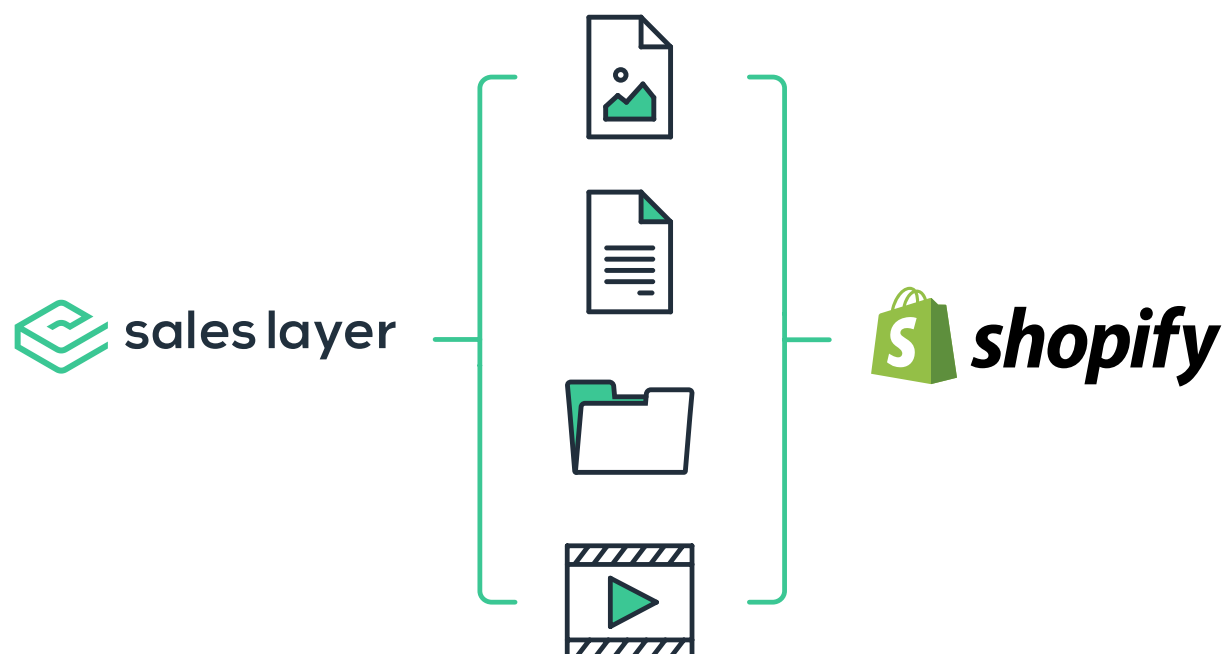
**Take note!** It is remarkable that, if we compare it with other types of shops such as PrestaShop or Magento, the implementation time in Shopify is much lower.

# 4 The unique benefits of Sales Layer's PIM for Shopify

We know that setting up ecommerce platforms is complicated enough without making things even more complex.

That's why, at Sales Layer we set ourselves a double goal: **to make it very easy to manage your data on a central reference platform, and to make it just as easy to export them to any channel.**

And given the popularity of Shopify, you won't want to miss out on our connectors.



Sales Layer's plugin for Shopify is very simple to configure. Simply enter your **Shopify credentials** (API Key, Shop Name, and Password) and the configuration of the information that you want to synchronize from your PIM.

This allows you to have a Shopify synchronization ready in no time. But, to achieve this, it is important to have all the **right information and have it organized** in the PIM.

Once installed, all the products that are added to Sales Layer will be created in Shopify, and from that moment on, they will be linked.

## Sales Layer and Shopify Plus: the ultimate management power

In addition, the Sales Layer Shopify connector is compatible with the Plus version of the platform.

**This implies that the connector takes advantage of one of the main features of Shopify Plus, which is the increase of up to 5 times the performance in regard to the internal use of the API calls.**

Through the integration of a PIM with Shopify, you have immediate access to all the benefits of saving time and resources in managing your online store:

- ✕ More than 1500 Shopify extensions and applications
- ✕ An attractive store with a powerful sales support model
- ✕ Modification in blocks of product information
- ✕ 0% transaction fees
- ✕ Unlimited sales + unlimited bandwidth + unlimited products
- ✕ Cart Scripting: complex selling rules with inclusion logic through Ruby Scripting
- ✕ High performance and dedicated APIs
- ✕ Internalization: creating two additional clone stores to sell in different regions
- ✕ Personalization of the checkout
- ✕ New Roadmap features
- ✕ Integration with Avalara Tax (important for US stores)
- ✕ 24/7 Support

Are you ready to  
launch your store in  
Shopify or improve  
your management  
with PIM?

With Sales Layer, we also have partners specialized in Shopify that can help you make your integration a breeze.

**Request a personalized demonstration** where we would use your own catalog information, or try a **30-day free trial** yourself, or read more information about **our Sales Layer connector** for Shopify.



